

Profile Characteristics of the Farmers in the Adopted and Non-Adopted Villages of the Guntur District

N Nagendra Babu, G Sivanarayana, T Gopikrishna and K Umadevi

Department of Agricultural Extension, Agricultural College, Bapatla 522 101, Andhra Pradesh

ABSTRACT

An evaluation study of Village Adoption Programme (VAP) was undertaken with the objective to assess the difference between the profile characteristics of the farmers in the adopted and non-adopted villages of the Guntur district. Study revealed that there was a significant difference between the farmers of adopted and non-adopted villages regarding age, education, land holding, material possession, annual income, occupation, farming experience, training received, extension contact, innovativeness, social participation, mass media exposure, market orientation and achievement motivation.

Key words: Adopted village, Non- adopted village, Profile characteristics, VAP.